



NEWS RELEASE

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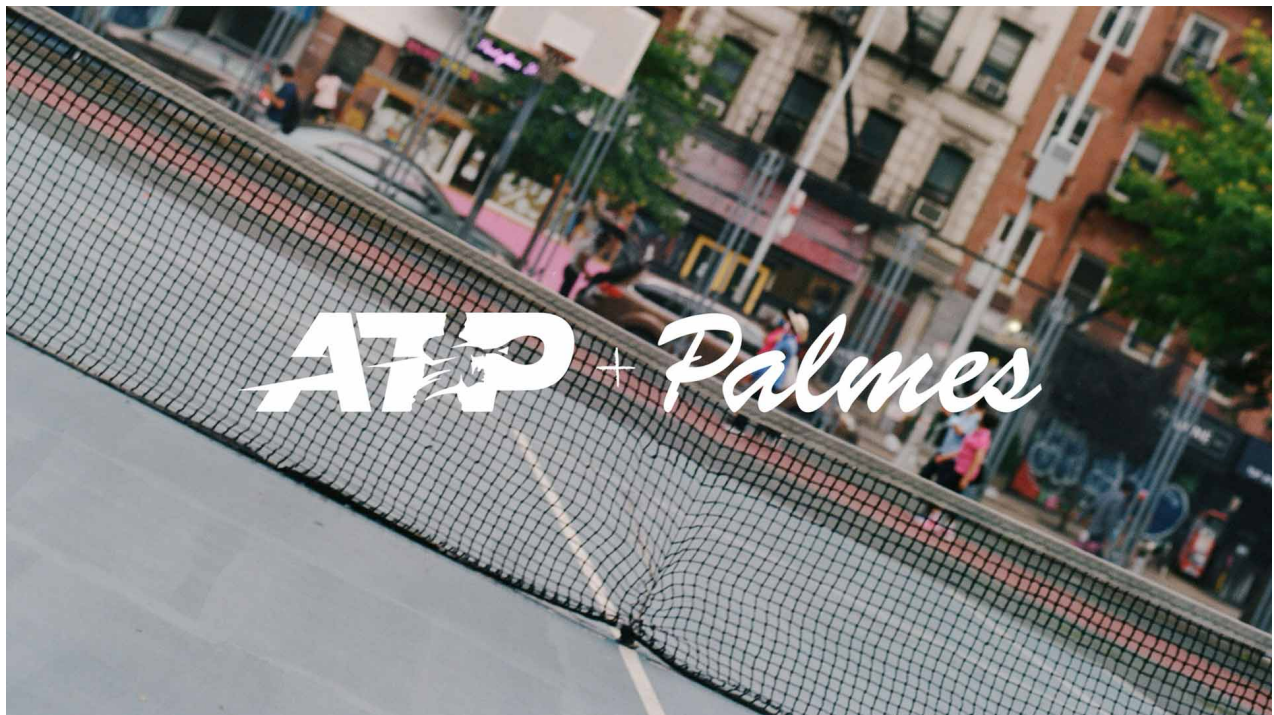
ATP & PALMES LAUNCH TENNIS APPAREL COLLECTION, EXPANDING ATP'S PRESENCE IN FASHION & LIFESTYLE

LONDON: ATP and Palmes today unveil their first collaboration: a limited-edition capsule of tennis apparel and accessories. The partnership marks a new chapter for ATP as it re-enters the fashion and lifestyle space, building on a history of co-branded collections with leading sportswear brands.

The collection features t-shirts, polo tops, tennis shorts, caps and a tote bag, combining Palmes' progressive approach to tennis culture with the global recognition of the ATP brand.

The ATP + Palmes collection will debut on Palmes.co and at Palmes' Copenhagen flagship store, alongside a brick-and-mortar launch at Gem Home in New York's NoLita neighbourhood. The New York pop-up will offer the collection for sale alongside a curated display of archival tennis books and antiques, and will be open to the public from Wednesday, 20 August through to Sunday, 24 August.

Following the initial release, the collection will be available globally from Tuesday, August 26th through selected premium retailers such as END, FWRD, Ounass, Kapok, Care Of Carl and Illum.



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ATP VP Licensing & Retail Joan Carrera López said: “Tennis and fashion have an iconic shared history. We’re proud to put the ATP brand – and some incredible products – into the hands of fans around the world. This is part of a bigger journey for us in the fashion and lifestyle space, and we’re energised to be collaborating on it with Palmes.”

Founder of Palmes Nikolaj Hansson added: “I founded Palmes four years ago from a desire to bring a progressive feeling to tennis, expanding the appeal of the sport and its surrounding culture by blending my ideas around tennis and fashion with references to other creative disciplines, be it art, design, architecture or the like. Being tennis fanatics at heart, it is a dream come true to collaborate with an institution as iconic as ATP, presenting our shared love of tennis through a forward-thinking lens.”

This collaboration forms part of a broader strategy to elevate ATP’s cultural resonance through partnerships with forward-thinking brands. Alongside fashion – where the ATP maintains a long-standing partnership with Lacoste – ATP is also investing in content, tech and licensing. This includes its Gen Z-focused collaboration with Overtime and the rollout of new digital products designed to elevate the fan experience.

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About The ATP

The ATP’s mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world’s greatest players at prestigious tournaments, and inspire the game’s next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season’s best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

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